

APPROVED

By Craig MacPherson at 12:03 pm, Mar 28, 2013

IBM SMARTER RISK

Phase I Interaction Design

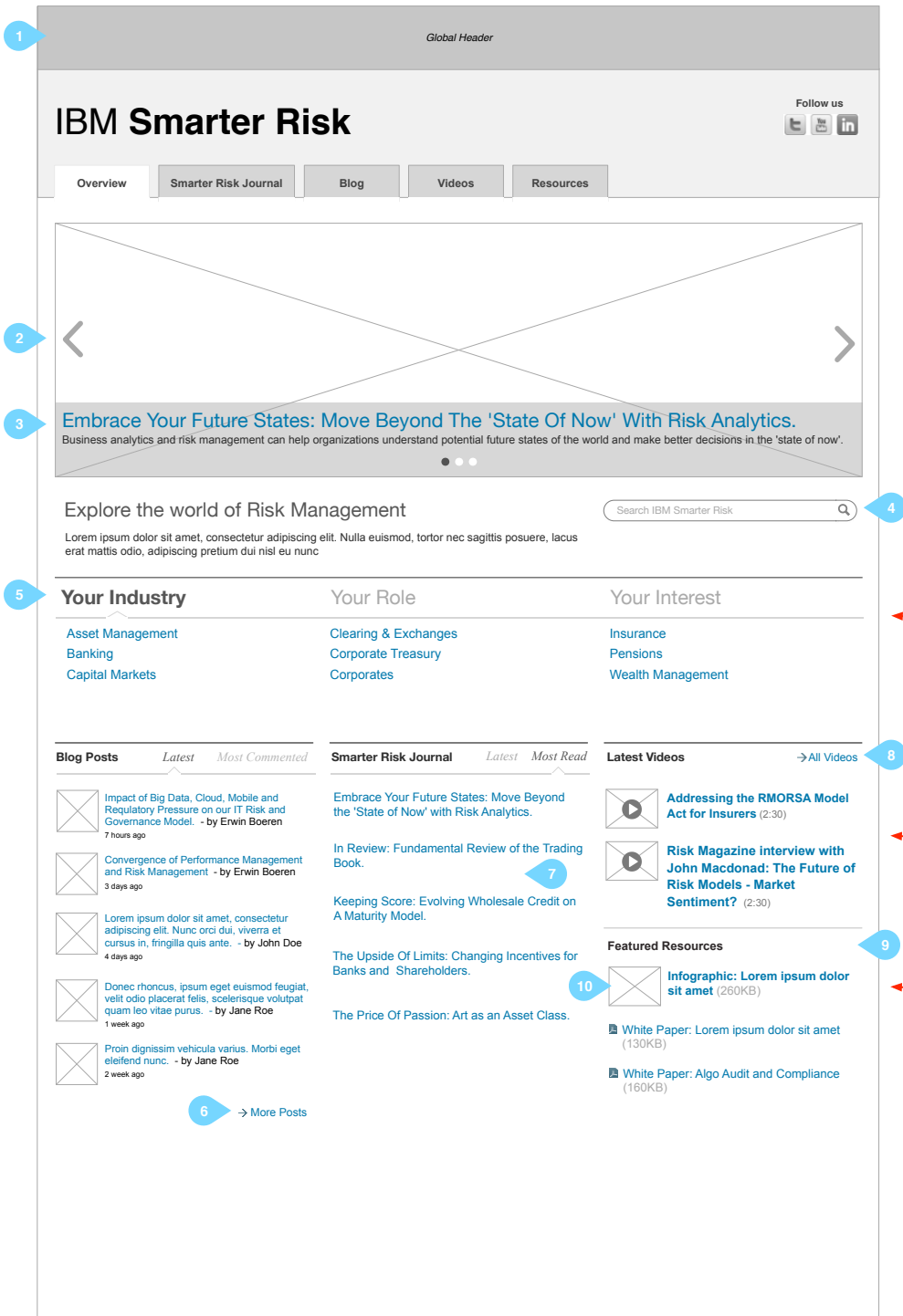
Thu Mar 28 2013

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Presented by: Scott Weintraub and May Lin, Havas Worldwide Digital

Overview



Notes

1. **Global Header** IBM Minimal Masthead.
2. **Feature Slider** promotes three timely, high-value links, including but not limited to articles, videos, white papers, products, and events. Features change on a 5 second delay. Transitions are animated and swipe is enabled for touch screen interfaces.
3. **Branded, Opaque Overlay** eases in from the bottom of each feature.
4. **Keyword Search** searches journal articles, blog posts, videos and white papers. *Go to search result page.*
5. **Subject/Topics List.** The list of topics are populated from a predefined taxonomy and includes "Your Industry," "Your Role" and "Your Interest." Default tab is "Your Industry". Sort taxonomy list alphabetically. *Go to Subject Listing page.*
6. **Link to Blog Index Page.**
7. **Smarter Risk Journal Article Feeder.** Default tab is "Most Read" ranking Smarter Risk Journal articles on the prior 30 days of web analytics.
8. *Go to Videos Page. Show 2 videos in latest Video feed box*
9. **Featured Resource** highlight latest white papers, research papers or info graphics etc. Display Infographic before white paper links.
10. **Click on Infographic thumb image** to view a larger sample in modal dialog box.

Subject Listing Page

Global Header

Overview > Topic: Regulatory Compliance

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1 Regulatory Compliance

All (230)
Banking (120)
Insurance (84)
Basel III(74)

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Credit Risk (70)
Basel III (68)
Capital Management (62)

Operational Risk (65)
Policy & Compliance (42)
Operational Risk (32)

Asset Liability Management (26)

Topics: Governance, Bank, Solvency, Compliance, Analytics

Impact of Big Data, Cloud, Mobile and Regulatory Pressure on our IT Risk and Governance Model.

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by Erwin Boeren
March 8, 2013 – 21:10 GMT

Topics: Governance, Bank, Solvency, Compliance, Analytics

In Review: Fundamental Review of The Trading Book.

A response to the Basel Committee's consultative document, "Fundamental review of the trading book".

BY THINK

November 2012

Watch now (4:52) Published on Nov 20, 2012

Risk Magazine interview with John Macdonad: The Future of Risk Models - Market Sentiment?

Topics: Governance, Bank, Solvency, Compliance, Analytics

Watch now (4:52) Published on Nov 14, 2012

More Active Credit Risk Management with a CVA Desk

Topics: Governance, Bank, Solvency, Compliance, Analytics

Topics: Governance, Bank, Solvency, Compliance, Analytics

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by John Doe
March 2, 2013 – 21:10 GMT

Topics: Governance, Bank, Solvency, Compliance, Analytics

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by John Doe
March 2, 2013 – 21:10 GMT

5 Keep Score: Wholesale Credit on a Maturity Model

Evolving wholesale credit on a maturity model can help banks gain a practical understanding of where they are and where they wish to go.

BY RORY MCCLURE

November 2012

Topics: Governance, Bank, Solvency, Compliance, Analytics

Topics: Governance, Bank, Solvency, Compliance, Analytics

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by John Doe
March 2, 2013 – 21:10 GMT

Topics: Governance, Bank, Solvency, Compliance, Analytics

In Review: Lorem ipsum dolor sit amet.

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BY THINK

July 2012

Topics: Governance, Bank, Solvency, Compliance, Analytics

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by John Doe
March 2, 2013 – 21:10 GMT

Topics: Governance, Bank, Solvency, Compliance, Analytics

6 In Review: Lorem ipsum dolor sit amet.

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Topics: Governance, Bank, Solvency, Compliance, Analytics

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by John Doe
March 2, 2013 – 21:10 GMT

Topics: Governance, Bank, Solvency, Compliance, Analytics

7 Toward active management of counterparty credit risk with CVA

Emerging from the credit crisis that began in 2007, many financial institutions recognize the need to better manage counterparty credit risk (CCR).

Read Paper

7 + Load more

Notes

1. **Subject Title** displays the selected category from the taxonomy. Add short description to explain how to navigate with tags below.
2. **Related Topics** shows 10 the most used related tags within current subject. Arrange tags from the highest article number. Selecting a related tag will filter the results. Filtering is animated.

(see the "IBM Social Business News" page for reference: <http://www.ibm.com/social-business/us/en/social-business-news.html>)
3. **Display Style for Blog Posts.**
4. **Display Style for Videos.**
5. **Display Style for Smarter Risk Journal Articles.**
6. **Display Style for White Papers / Research Papers.**
7. **"Load More" Link.** The initial view includes up to 40 of the most recent articles, blog posts, and videos. Clicking "Load more" will display the next 40 most recent.

← 788 pixels

← 1024 pixels

← 1200 pixels

IBM Risk Analytics, Phase I interaction design

3 of 11

+

Journal Index



Notes

1. **Smarter Risk Journal Hero Image.**

2. **Subscribe button.** Go to subscribe page.

Magazine index in masonry style. Editors can select from the following 4 modules and create unique looks for every issues. All modules can select background color from limited color palette if the article did not have image available .

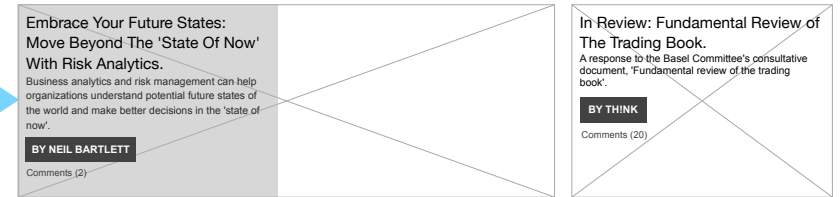
3. **Feature Article and Archive** is fixed style, not a style option for index layout. User scrolls to view the full list of available archive. Disable the current display issue link.

4. **Module Style 1:** 2 columns style, right column take larger space and image fade-in from the background.

5. **Module Style 2:** 3 columns style.

6. **Module Style 3:** 2 equal size columns style.

7. **Module Style 4:** Additional option for 2 columns style, left column take larger space and opaque text layer ease-in from left.






Journal Article

Global Header



Overview > Smart Risk Journal, November 2012 > Embrace Your Future States: Move Beyond The 'State Of Now' With Risk Analytics





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Embrace Your Future States: Move Beyond The 'State Of Now' With Risk Analytics.

By Neil Bar  November 2012 | 21 Comments 

 731  Share  27 

Topics: Governance, Bank, Solvency, Compliance, Analytics

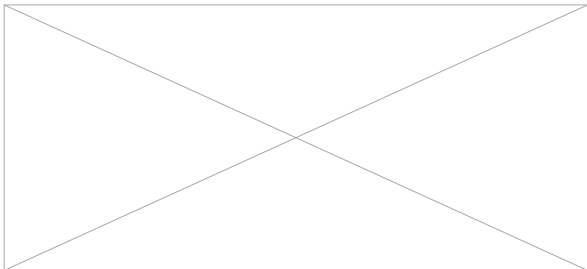


Photo: John Doe

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1

Related Reading *Journal* *Blog*

Embrace Your Future States: Move Beyond the 'State of Now' with Risk Analytics.


In Review: Fundamental Review of the Trade Book.

Keeping Score: Evolving Wholesale Credit on A Maturity Model.




The Upside Of Limits: Changing Incentives for Banks and Shareholders.

The Price Of Passion: Art as an Asset Class.

Related Videos

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Published on Dec 11, 2012 (4:52)

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Journal Archive

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Endnotes

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Comments Post a Comment

Guest December 31, 2012 - 11:30 a.m. (CST)
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+ More comments (11-12)

Notes

1. **Smart Risk Journal Issues** Go to clicked issue Index page of this article.
2. **Comments anchor** jumps to the "Comments" section below the article content.
3. **Subject links.** Go to Subject Listing Page.
4. **Full width Image** with option to add caption or photo credit.
5. **50% width Image or video thumbnail** with option to add caption or photo credit, also can align the image to left or right side and allowing text to warp around. User clicks on the image/video thumb to view a larger image or play view in an overlay modal.
6. **Quote style.**
7. **Footnote style.**
8. **Comments** only require an email. Comment need to be moderated.
Fields for posting a comment are as follows:
[Name: Guest as default: optional field]
[Email: required field, including validation]
[Comment: required field]
9. **More Comments Links**, Display if over 10 comments for this article.
10. **Related articles and blog posts** shows up to 5 items and base on topics search. Default is magazine articles.
11. **Smarter Risk Journal Archive Dropdown.** Go to Journal Index page of the selected issue.
12. **Promo Area** is optional to include or exclude for different Smart Risk Journal or Blog sections.

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1

Impact of Big Data, Cloud, Mobile and Regulatory Pressure on our IT Risk and Governance Model.

By **Erwin Boeren** | March 4, 2013 -- 21:10 GMT
 2 COMMENTS | 20 SHARES

Topics: [Governance, Bank, Solvency, Compliance](#)

In the recent IBM CIO Survey, IBM CIO survey, the earlier released [Reputational Risk and IT Study](#) and Global IT Risk Study, topics such as Big Data, Cloud, Mobile and Regulatory pressure are top of mind for many CIOs.

How can we understand the impact of all this on the business processes that the CIO must support these days? Why are so many organizations struggling with implementing IT GRC programs?
[Read More >](#)

2

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By **John Doe** | March 2, 2013 -- 21:10 GMT
 2 COMMENTS | 0 SHARES

Topics: [Lorem, Ipsum, Donec, Consectetur](#)

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By **John Doe** | March 1, 2013 -- 21:10 GMT
 0 COMMENTS | 2 SHARES

Topics: [Lorem, Ipsum, Donec, Consectetur](#)

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By **John Doe** | March 1, 2013 -- 21:10 GMT
 0 COMMENTS | 2 SHARES

Topics: [Lorem, Ipsum, Donec, Consectetur](#)

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By **John Doe** | March 1, 2013 -- 21:10 GMT
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3 [+ Load more \(11 - 20 of 310 posts\)](#)

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4

Guest (1 hour ago)
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Topics

Your Industry

- Banking (200)
- Insurance (172)
- Pensions (160)
- Capital Markets (156)

Your Role

- C-level Risk Management (230)
- Asset Liability Management (229)
- Trading (210)
- Collateral Management (198)
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- Capital Management (143)

Your Interest

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- Front Office Decision-making (224)
- Risk Aggregation (213)
- Data Governance (189)
- Model Innovations (162)
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Most Popular Authors

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Erwin Boeren (65 Posts)
 Senior Governance, Risk & Compliance specialist IBM Europe

7

Richard Steinberg (55 Posts)

Liz Andrews (72 Posts)

Gordon Burnes (25 Posts)

All Authors (30 Authors) +

8

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Notes

1. **Author photo.**
2. **Author name.** *Go to blog contributor page.*
3. **Load more** loads the previous 10 posts.
4. **Recent Comments** displays the two most recent comments. *Go to blog post.*
5. **Topics** show the full nomenclature on overview page (see below). Ranking base on post count.
6. **Most Popular Post** base on the view count.
7. **Most Popular Authors** displays five most read authors. Default state is expanded.
8. **Promo Area** is optional to include or exclude for different Smart Risk Journal or Blog sections.

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- Capital Markets (156)
- Clearing & Exchanges (142)
- Asset Management (130)
- Wealth Management (116)
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Your Role

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- Wealth Management (120)
- Treasury Management (110)

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- Data Governance (189)
- Model Innovations (162)
- Tools & Technology (152)
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- Risk Reporting (112)
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Topics: [Governance](#), [Bank](#), [Solvency](#), [Compliance](#), [Analytics](#)



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Guest December 31, 2012 - 11:10 a.m. (CST)
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Notes

1. Social Network Share buttons, Twitter, LinkedIn and Facebook (without counter).
2. **Author Photo**.
3. **Comments** only require an email.

Fields for posting a comment are as follows:

[Name: Guest as default: optional field]

[Email: required field, including validation]

[Comment: required field]

4. **Related Articles and Blog Posts** shows up to 5 items and base on topics search. Default is blog post articles.
5. **Related Videos and Related Resources** hide these modules if no video or resources related to this blog post.

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About Erwin Boeren

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Topics in Erwin's Posts

C-level Risk Management (230), Commercial Banking (187), Strategic Planning (129), Insurance (172), Regulatory Compliance (118), Capital Management(112), Market Risk (104), Credit Risk(98), Operational Risk(76), Collateral Management(73), Basel III(72), Solvency II(65), Corporate Treasury (90), Regulatory Compliance (83), Treasury Management (70)

Recent Posts (78 Posts)


Impact of Big Data, Cloud, Mobile and Regulatory Pressure on our IT Risk and Governance Model.
 March 4, 2013 -- 21:10 GMT
 2 COMMENTS | 20 SHARES
 Topics: Governance, Bank, Solvency, Compliance

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 March 2, 2013 -- 21:10 GMT
 2 COMMENTS | 0 SHARES
 Topics: Lorem, Ipsum, Donec, Consectetur


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 March 2, 2013 -- 21:10 GMT
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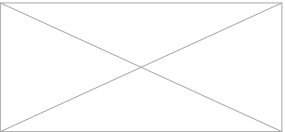
 + Load more posts (5 - 10 posts)

Latest Tweets @ErwinBoeren

 For the second year in succession, IBM retains its top position in the **Chartis RiskTech100** [#Risk #IBM #RiskAnalytics](http://risktech-forum.com/research/risktech-100-2012...)
4h

 Michael Rasmussen comments on **Gartner Magic GRC Quadrant. Rivals?** <http://www.corp-integrity.com/grc-technology/rethinking-grc-analyst-rant-gartners-2012-egrc-magic-quadrant....>
22h

 @AnnekeAnnique Kids hebben genoten! En wij ook. Top voorstelling. #debeerdiegeenbeerwas
22h



click here to [above promotion callout name]

Notes

- Contributor's Social Network Accounts** only show icons have accounts or contact information available.
- Topic** include tags under "Your interest," "Your Industry," "Your Role," "Risk Type," and "Regulatory Requirements."
- "Load More Posts" Link** loads the previous five posts.
- Tweet Feed** displays the most recent three tweets.
- Full List of Authors** in alphabetical order. Default state is expanded.

Videos Page

The screenshot shows the 'IBM Smarter Risk' website's 'Videos' section. At the top, there's a 'Global Header' and a navigation bar with tabs for 'Overview', 'Smarter Risk Journal', 'Blog', 'Videos', and 'Resources'. The main content area features a large video player (1) with a 'YouTube player' label (2). To the right of the player is a search bar (3) and a 'Subscribe to our YouTube channel' button (4). Below the player are social sharing options (731 tweets, 27 shares, 27 likes) and a 'Published on Feb 7, 2013' date. The video title is 'Addressing the RMORSA Model Act for Insurers'. To the right of the video player is a 'Related Reading' section (5) with links to articles like 'Impact of Big Data, Cloud, Mobile and Regulatory Pressure on our IT Risk and Governance Model.' and 'Convergence of Performance Management and Risk Management'. Below that is a 'Related Resources' section (6) with a link to 'Related white Papers (160KB)'. At the bottom, there's a 'More Videos' section (3) displaying a grid of video thumbnails with titles and descriptions, such as 'IBM Risk Analytics' Dr. Mario Onorato on the Interplay between Liquidity and Capital' and 'IBM Solvency II Solutions: More than just Compliance'. A '+ Load More (Total 14 videos)' link is at the bottom of the grid.

Notes

1. **Featured** include tags under "Your interest," "Your Industry," "Your Role," "Risk Type," and "Regulatory Requirements,". Default state shows the most recent video.
2. **Embedded Youtube Player.**
3. **Youtube Channel Feed.** Clicking a video will auto-play it in the "Featured video" area.
4. **Link To Youtube Business Analytics Channel.** Creating a dedicated channel Risk Analytics is recommended.
5. **Related articles and blog posts** shows up to 3 items and base on topics search. Default is Smarter Risk Journal articles.
6. **Related Resources,** white papers or research.

← 768 pixels

← 1024 pixels

← 1200 pixels

Resources

The screenshot shows the IBM Smarter Risk Resources page. At the top, there is a 'Global Header' and a navigation bar with tabs for Overview, Smarter Risk Magazine, Blog, Videos, and Resources. Below the navigation bar, there is a 'Select a topic of interest' section with three dropdown menus: 'Your Interest' (set to All), 'Your Industry' (set to All), and 'Your Role' (set to All). Below these are three filter buttons: 'All (140)', 'White Papers (40)', and 'Research Paper (60)'. A search bar is located to the right of the filters. The main content area is divided into two columns. The left column contains four article cards, each with a 'Read Paper' or 'Download' button. The right column contains a 'We're here to help' section with contact information and a 'Visit IBM Risk Management Site' link, followed by a list of articles with 'Read Paper' and 'Download' buttons. A 'Load more' button is at the bottom of the page. Numbered callouts 1-6 point to various elements: 1 points to the 'Your Interest' dropdown, 2 points to the filter buttons, 3 points to the 'Read Paper' button on the first article in the left column, 4 points to the 'Download' button on the second article in the left column, 5 points to the 'We're here to help' section, and 6 points to the 'Load more' button. Pixel annotations on the right side indicate dimensions: 768 pixels for the right sidebar area, 1024 pixels for the main content area, and 1200 pixels for the main content area below the sidebar.

Notes




1. **Refresh Contents** after user select an filter from Dropdowns.
2. **Tap on a tag to view white paper or research paper only.** within the current topic (filter) selection.
3. **Button labelled "Read Paper"** for white papers.
4. **Button labelled "Download"** for research papers.
5. **Contact IBM Block.** Fix placement, always on the top right corner. Can be removed if we add an additional tab "about us" on the main navigation.
- 6 **"Load More" Link.** The initial view includes up to 40 of the most recent articles, blog posts, and videos. Clicking "Load more" will display the next 40 most recent.

Search Results Page

Global Header

Overview > Search Results : Integrated Risk Management

IBM Smarter Risk

Follow us   

Overview Smarter Risk Magazine Blog Videos Resources

1 Integrated Risk Management

2 Select an Topic: All Select an Industry: All Select a Pole: All

Search Reset

11- 20 of 1,000 results | < Previous Page 2 of 100 Next > Most relevant

3 Article Title: Lorem ipsum dolor sit amet. First two lines of the project description. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla euismod, tortor nec sagittis posuere, lacus erat mattis odio, adipiscing pretium dui nisl eu nunc... By Neil Bartlett | November 2012 21 COMMENTS

4 Blog Post Title: Lorem ipsum dolor sit amet. First two lines of the project description. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla euismod, tortor nec sagittis posuere, lacus erat mattis odio, adipiscing pretium dui nisl eu nunc... By Erwin Boeren | March 4, 2013 -- 21:10 GMT 2 COMMENTS

5 Unleashing GRC intelligence OpenPages software empowers managers to reduce loss and improve performance through deep insight into enterprise-wide GRC initiatives. [Read Paper](#)

6 Article Title: Lorem ipsum dolor sit amet. First two lines of the project description. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla euismod, tortor nec sagittis posuere, lacus erat mattis odio, adipiscing pretium dui nisl eu nunc... By Erwin Boeren | November 2012 2 COMMENTS

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Blog Post Title: Lorem ipsum dolor sit amet. First two lines of the project description. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla euismod, tortor nec sagittis posuere, lacus erat mattis odio, adipiscing pretium dui nisl eu nunc... By Erwin Boeren | March 4, 2013 -- 21:10 GMT 2 COMMENTS

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11- 20 of 1,000 results | < Previous Page 2 of 100 Next >

Notes

1. **Keyword input** displays the current searched keyword(s). Click on the input to reset.
2. **Filter by topic.**
3. **Smarter Risk Journal article result.**
4. **Blog post result.**
5. **White paper or research result.** no thumb image.
6. **Video result.**
7. **Sorting Options Drop-down.**Sorting options are "Most relevant" (default) and "Most recent."

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1024 pixels

1200 pixels